

Action Plan

Fort Monroe Library

January 2007

Goal 1: Increase use of the Library by all eligible personnel.

Strategy: Plan events for library related celebrations such as National Library Week, National Book Week and others.

Long Term Objective: To keep current customers, bring in new customers and bring back lost customers.

Short Term Objectives:

1. Work with MWR marketing and the Casemate to promote the library. Mar 07
2. Put articles in the weekly E-zine. Feb 07
3. Draw on ideas from FMWRC and NERO, using their resources to aid in promotions. Jan 07

Long Term Objective: Plan at least 2 events per year to draw attention to the library and its services.

Short Term Objectives:

1. Plan National Library Week Open House event. Mar 07
2. Summer Reading Program with May 07

Goal 2: Increase use of databases provided by CFSC.

Strategy: Target groups on Post who could use the databases. This is limited by access to AKO.

Long Term Objective: Provide group and individual instruction on the use of databases and AKO over all.

Short Term Objectives:

1. E-mail groups or individuals with an interest in the services provided. Mar 07
2. Promote AKO to all library users. Apr 07
3. Organize a Brown Bag Seminar on using AKO Jun 07
4. Introduce eAudiobooks to users, advice on use and set up Apr 07

Goal 3: Coordinate with other organizations for special events. For example the monthly EEO observances.

Long Term Objective: Provide space in the library for displays, advertising and promotion of events and activities on Post.

Short Term Objectives:

1. Work with YS and CDC on programs. Assist with Month of the Military Child. Mar 07
2. Summer Story time at CDC for Kinder Camp May 07
3. Continue to work with EEO office for materials to use for display in the library. On going

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